



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, April 5th, 2023
Bay City Hall, 301 Washington Ave. Bay City, MI 48708 Rm. 317

The regular meeting of the Downtown Development Authority and Downtown Management Board was called to order at 8:00 AM by LaFave and DeShano. Members present were:

Alan LaFave
Scott Nemode
Breanna Theisen
Trevor Keyes

Avram Golden
Howie Diefenbach
Jean Ann DeShano

Jim Goodrow
Sheila Turbett
Nick Schwall

The following were absent:

The following were excused: Jeff Hildebrant, Sara Dimitroff, Dan Dimitroff, Jeff Staudacher, Don Carlyon, John Neeb

The following were also in attendance:

- Kellie Rupp, DMB Director
- Mike Bacigalupo, DDA Director
- Dana Muscott, City Manager

2. Approval of the Agenda:

- a. DDA Agenda: Motion to approve the DDA agenda by Turbett, support from Schwall, all in favor.
- b. DMB Agenda: Motion to approve the DMB agenda by Nemode, support from Goodrow, all in favor.

4. Public Input:

- Mike Bacigalupo announced that on June 27th, a 77th anniversary concert will be held in honor of Don and Betty Carlyon at the State Theatre at 7:00 PM.
- Rupp announced that May 11th from 3:00 – 6:00 PM the Bay Veterans Foundation will be hosting an opening ceremony and open house at their new location, 1009 N Madison. Both the DMB and DDA were invited.

5. Consent Agenda:

- a) DDA Consent Agenda
 - i. DDA March Minutes
 - ii. DDA March Summary
 - iii. Motion to approve by Schwall, support from Turbett, all in favor.
- b) DMB Consent Agenda
 - i. DMB March Minutes
 - ii. DMB March Summary
 - iii. Motion to approve by Nemode, support from Diefenbach, all in favor.

5. Committee Reports

- a. Events Committee: Golden reported on the upcoming events for April. April 22nd, 25 merchants downtown will be a part of a 3 of a kind event, that Kathy LaLonde of Little House Gifts has organized. Each person walking in the door will receive a playing card, they will receive an additional playing card with a purchase. One the participant received three of a kind, they can turn it in for a drawing for a grand prize.
- b. Parking Committee: Bacigalupo and the DDA is moving forward with IPS Group and Parkmobile for the 4 downtown lots. Bacigalupo & Rupp have learned the back office procedures with Park Mobile and IPS. Bacigalupo will be meeting with the City and DPW to see how to move forward. There are a total of 267 available parking spots in the DDA lots, 209 parking passes have been sold. Parking ambassadors will begin enforcing the lots at the beginning of May.
- c. Marketing Committee update: The marketing committee is working to enhance our waterfront and create more marketing around it. Rupp and the committee are creating a Dock and Dine brochure that will feature restaurants directly on the water or just a walk away, that includes Downtown, Uptown, Midland St. and the Kawakawlin River. This will be distributed to area marinas, boat launches and hotels. Rupp, with the help of the marketing committee, is working on a content calendar and marketing plan for the summer events. The marketing committee has also been working on a plan for the upcoming Summer Events and is contributing \$3,500 of the DMB general fund for marketing efforts.
- d. Beautification Committee Update: Chair of the beautification committee Hildebrandt was excused from the April board meeting. Bacigalupo did advise that he has begun weed removal Downtown with Bay Landscaping.
- e. Finance Review: The DDA treasurer, Staudacher was absent and excused. Nemode did agree with Rupp to have a budget available to the DMB in May, to be approved in June for the upcoming fiscal year.

6. Feet on the Street Update: At the April 3rd Commission meeting, it was approved to close Saginaw St., Center Avenue and 3rd St. like previous years (2020-2022) during the Summer for Feet on the Street. The marketing and event committee has been working diligently to create a plan for events and activities in the closure.

7. By-Law Update: The DMB and DDA chairs and staff recently got together to review the by-laws for both boards, revising them to align better with one another. Revised by-laws for both the DDA and DMB were sent to board members Monday April 5th via email to review. DeShano asked for a motion for the DDA board to approve revised by-laws and to be sent to the City attorney and DDA attorney, Chuck Hewitt. Motion to approve by Schwall, second from Keyes, all in favor. Chairman LaFave asked for a motion for the DMB board to approve the revised by-laws and to be sent and reviewed by the City attorney. Motion to approve by Nemode, second from Diefenbach, all in favor. Staff and the City Manager will deliver by-law revisions to appropriate attorneys.

8. Strategic Plan: Nemode of the DMB and Staudacher of the DDA have volunteered to work together to make sure that both boards are following the strategic plan and utilizing it to the best of their ability.

9. Michigan Main St.: The DDA and DMB have officially reached the engaged level of Michigan Main St. A community will officially be recognized as an Engaged Level Main Street Community once they have participated in the Main Street Training Series and have developed their communications and fund development plans. A community has up to three years to participate as an Engaged Level community working to implement their plans and apply to the Select Level. Communities interested in applying for the Select Level will need to complete the following activities prior to application. May 24th Leigh Young from the MEDC will visit Downtown Bay City and work with Kellie and Mike on the next steps.

Next Executive Committee Date: 5/4/2023

Next Full Board Meeting Date: 5/9/2023

With no further business to attend to, the Downtown Management Board and Downtown Development authority was moved to adjourn at 9:21 AM

Respectfully submitted,
Kellie Rupp
Downtown Marketing Director